

ABSTRACT OF THE DISCLOSURE

Rotatable setting device comprising a rotatable gem retaining element having an upper portion retaining a gem and including protrusions rotatably biased against an underside of a casing and a lower portion comprised of a member extending from the upper portion and terminating into a end rotateably received within a bottom coupled across a bottom end of the casing and further including at least one weighted element operatively coupled to the gem retaining element such that the rotatable setting device transforms forces including gravitational forces acting on at least the one weighted element and movement of a jewelry article comprised of the rotatable setting device into rotation of the gem that is viewable through a top opening in the casing thereby causing the gem to produce more fire and scintillation than its still set predecessors and increasing its aesthetic enjoyment, desirability, and value.